IN THE CLAIMS:

1. (currently amended) A method of increasing win probability of a vendor competing in a complex contract competition, comprising the steps of:

receiving a request from a buying organization;

calculating a value position of the buying organization, **wherein said calculating step comprises:**

assigning a numerical value to each of a plurality of change in wealth factors of the buying organization;

adjusting each of the assigned numerical values by a predetermined amount depending on a time frame in which the change in wealth factor occurred;

tallying the adjusted, assigned numerical values to provide a total value;

comparing the total value to a predetermined value range;

assigning a neutral value position to the buying organization if the total value is within the predetermined value range;

assigning a positive value position to the buying organization if the total value is greater than the predetermined value range; and

assigning a negative value position to the buying

organization if the total value is less than the predetermined

value range;

framing a response to the request based on the calculated value position;
and

submitting the framed response to the buying organization.

2. (previously presented) The method of claim 1, comprising the further steps of:

calculating a value position of a competitor; and

predicting a competitor response to the request based on the calculated

value position of the competitor.

3. (previously presented) The method of claim 2, including the further steps of:

comparing the competitor response to the calculated value position of the

buying organization; and

predicting an outcome for the competitor.

4. (previously presented) The method of claim 3, including the steps of:

comparing the competitor response to the calculated value position of the

competitor; and

adjusting the calculated value position of the competitor so that the

competitor response corresponds to its calculated value position.

5. (previously presented) The method of claim 1, comprising the further steps of:

    editing at least two responses to form an initial choice set;

    applying the calculated value position to the initial choice set to form a final choice set; and

    determining an outcome of the final choice set based on the calculated value position of the buying organization.

6. (previously presented) The method of claim 1, comprising the further steps of:

    calculating a value position for a vendor;

    identifying an area of organizational inertia;

    controlling the area of organizational inertia during an evaluation phase of the complex contract competition.

7. (previously presented) The method of claim 1, including the step of framing a first response if the calculated value position is a neutral value position, and framing a second response if the calculated value position is one of a positive and a negative value position.

8. (currently amended) Calculating a value position of an organization, comprising the steps of:

    assigning a numerical value to each of a plurality of change in wealth factors of an organization;

adjusting each of the assigned numerical values by a predetermined amount depending on a time frame in which the change in wealth factor occurred;

tallying the **adjusted,** assigned numerical values to provide a total value;

comparing the total value to a predetermined value range;

assigning a neutral value position to the organization if the total value is within the predetermined value range;

assigning a positive value position to the organization if the total value is greater than the predetermined value range; and

assigning a negative value position to the organization if the total value is less than the predetermined value range.

9. (canceled)

10. (previously presented) The method of claim 8, wherein the change in wealth factors are selected from the group consisting of a merger, an acquisition, a divestment, a regulation change, a change in market demand, a change in margin, a change in shareholder value, a change in distribution channels, a change in revenue streams, a change in credit rating, a change in facilities requirements, a change in competition, a change in business requirements, a change in support systems, a phase-out of applications, a change in techtronic trends, a default on a contract, a reduction in force, an ERO, a change in personnel, a change in

business lines, a change in product structure, a Securities and Exchange Commission investigation, and a security breach.

11. (previously presented) The method of claim 8, including the steps of:

framing a first response if a neutral value position is assigned to the organization; and

framing a second response if one of a positive value position and a negative value position is assigned to the organization.

12. (original) The method of claim 11, wherein the organization is one of a buying organization or a vendor.

13. (currently amended) A system for calculating a value position of a buying organization requesting responses to a complex contract, the system comprising:

a computer having a display;

a computer program executable by said computer, said computer program having a plurality of input fields, and said computer program having computer instructions for:

providing a change of wealth factor corresponding to each one of said plurality of input fields;

assigning a **numerical** value to each change in wealth factor entered in each of said plurality of input fields;

adjusting each of the assigned numerical values by a predetermined amount depending on a time frame in which the change in wealth factor occurred;

combining each of the **adjusted,** assigned **numerical** values to form a total value;

comparing the total value to a predetermined value range;

assigning a neutral value position to the buying organization if the total value is within the predetermined value range;

assigning a positive value position to the buying organization if the total value is greater than the predetermined value range;

assigning a negative value position to the buying organization if the total value is less than the predetermined value range; and

displaying the assigned value position on the display.

14. (currently amended) A system for calculating a value position of a competitor competing with a vendor for a complex contract, the system comprising:

a computer having a display;

a computer program executable by said computer, said computer program having a plurality of input fields, and said computer program having computer instructions for:

providing a change of wealth factor corresponding to each one of said plurality of input fields;

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assigning a **numerical** value to each change in wealth factor entered in each of said plurality of input fields;

adjusting each of the assigned numerical values by a predetermined amount depending on a time frame in which the change in wealth factor occurred;

combining each of the **adjusted,** assigned **numerical** values to form a total value;

comparing the total value to a predetermined value range;

assigning a neutral value position to the competitor if the total value is within the predetermined value range;

assigning a positive value position to the competitor if the total value is greater than the predetermined value range;

assigning a negative value position to the competitor if the total value is less than the predetermined value range; and

displaying the assigned value position on the display.

15. (canceled)